

INTERNAL COMMUNICATION IN THE ORGANIZATION THROUGH SOCIAL NETWORK MEDIA FACEBOOK (Studies in Indonesia Wire Jewelry Community)

by Nur Kholisoh

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INTERNAL COMMUNICATION IN THE ORGANIZATION THROUGH SOCIAL NETWORK MEDIA FACEBOOK (Studies in Indonesia Wire Jewelry Community)

Nur Kholisoh and Syafariani

Master of Communication Studies Graduate Program Mercu Buana University - Jakarta

kholisoh.nur@gmail.com and annie.nugraha@gmail.com

ABSTRACT

In an organization, formal or informal organization, the dissemination process of information is considered as one of the important factors that affect the smoothness of communication process, the ensuring of the information transferred between the communicator and the communicant, vertically or horizontally, the message contained in the information can be delivered and built in accordance with the organization's expectation. The foregoing can also be a major consideration for a virtual community of wire jewelry designers, Indonesia Wire Jewelry Community (IWJC), which is now growing both in number of members as well as its business activities. As time goes by and written communications infrastructure needs, the community strongly aware that they must have a communication forum that can answer such as distance constraints caused by the geographical spread of the members are housewives whom is also responsible for the needs of every member of their family and only have a limited time to conduct business activities, cost constraints are also a scourge for home-based entrepreneurs. Above all the consideration, the community found that new social media darling, called Facebook, can be an option for the right solution. Through a qualitative descriptive study, the author tries to decipher the use of internal group Facebook that analyzes the conversation as the unit of analysis of data, which describes a conversation between Key Informants and the communicant in seven different topics. The topics described in 7 Focus Group Discussion (FGD). Through each FGD this author tries to analyze the achievement of equality perception of what has been delivered by Key Informants as representatives of the organization to the communicant who is a member of the organization.

Keywords : Organization Internal Communication, Facebook, Indonesia Wire Jewelry Community, Virtual Community, Message Transfer, Equality of Perception.

PRELIMINARY

The importance of communication between humans is a matter that can not be denied by humans, as well as the organization. A subjective approach to looking at the organization as the activities carried out by people. Therefore, the organization is composed of actions, interactions and transactions that involve people. Organization created and fostered through the contacts that continually changes were done by people from each other and do not exist separately from people whose behavior shaping the organization. Basic knowledge about the organization as a specific environment with structure, characteristics, and has a specific purpose and function are a few things to be considered in creating a smooth communication within the organization. Factors that should be considered in the process of building organizational communication, messaging, network, interdependent, relationships, environment and uncertainty. These factors are then taken into consideration for Indonesia Wire Jewelry Community (IWJC), an organization that has members scattered in several provinces in Indonesia, to establish appropriate internal communication and organization in accordance with the conditions encountered. Conditions in question, in addition to the constraints of distance and time, is the absence of costs if the organization has a physical office as a place to interact and communicate directly. This is due not only because of demographic factors as described earlier, but also because most of the members are housewives who have limited space and day-to-day still responsible for domestic affairs, so it will be very difficult for them to be at one time in one particular place for a long time

In the electronic and digital era, the media plays a very important role in the changing social structure of society, ie social order or arrangement to form social groups in a society. Electronic or digital communications technology is now a form of new media such as the Internet and *World Wide Web* (www), which require changes in the behavior of the audience because of the interactive element among users, so it is with Indonesia Wire Jewelry Community (IWJC) , At the beginning of standing, organizations use email group / mailing list as a means of written communication to all members. However, due to limitations in the communication flow that require responses in sequence and scope of the cooperation among members that often requires a picture or photo socialization, use the group email becomes no longer appropriate for use. Members are often missed important information, it is

difficult to track responses or feedback earlier in sequence, even sometimes very difficult to find writings that becomes the decision of the last such communication. Departing from the difficulties encountered, which eventually greatly affect the smoothness of internal communication, the organization decided to look for an alternative virtual mass communication so that the obstacles mentioned above can be solved properly.

Based on the background of the problem and the scope of which has been described previously, this study focuses on the following matters: (1) Does the delivery of the message is going on in the organization, in the form of policies, rules or activities, via internal Facebook group, it can be understood by the members in order to reach common ground will be the message delivered perception? (2) How the features provided by Facebook can serve as a means of delivering messages to members of the organization?

This study aims to reveal the use of Facebook as a means of internal communication within the organization IWJC, provide inputs and decomposition in detail to the general public about the role of Facebook in helping IWJC in building the organization's internal communication. In addition, this study aims to outline the process of delivering or dissemination of information from members to other members as outlined in the wall or walls of Facebook, as well as the responses given by other members of the information disseminated, so that two-way communication can provide even multidirectional the maximum benefit for all involved in the organization.

Should a scientific study, of course, expected that this research could bring the following benefits: (1) In the theoretical / academic, research is expected to be one source of reference for subsequent researchers, particularly in the field of internal communication media organizations through the Facebook social networking; (2) In practice, the results can be used as reference material and study for IWJC on whether the decision to use social networking media Facebook was appropriate and whether the desired goal in building the organization's internal communication via Facebook is reached

LITERATURE and FRAMEWORK

LITERATURE REVIEW

Internal Communication Organization

Berlo (1960) suggested that communication in social organization in three ways: First, the social system is generated through communication. Uniformity of behavior and the pressure to conform to the norms produced through communication among members of the group; Second, when a social system has evolved, it determines the communication of its members. Social systems affect how, to, and from whom, and with the influence of how communication occurs between Anglo member system. Social status in the system, for example, increases the chances of talking to people who have equal status and reduce the possibility of communication with the people who status is much higher or much lower. In addition, the system determines the frequency of messages by limiting the type and the number of people who can communicate with the holders of a certain position. Finally, the system can affect how members treat their messages. Developing a style that is characteristic of members of the social organization. A civic club, a government agency, or a large enterprise to develop ways of doing things, writing activities, and talk about their work charged to the members of the system. People who communicate with each other constantly tend to develop behavioral patterns similar. Because of the individuals involved in the system, then they adjust to the unique behavior of the guidance system, cause behavior similar to the behavior of other members in the system.

Messages in the organization can also be delivered in sequence. Delivering a message sequence is the primary form of communication, which must happen within the organization (Haney, 1962: 150 in Pace & Faules, 2009: 172). Dissemination of information in this way is an extension of the system simultaneously. The information that has been submitted to A later submitted to B. B initially will interpret the message or information received, then forwards the results of the interpretation to the next person in the chain. When a message is transmitted sequentially, dissemination of information takes place in the not uniform, so that information arrives at different places and at different times (Pace & Faules, 2009: 173). This system has certain weaknesses such as with the removal of the interpretation of one person to another, the content of the message format may change as a result of (the possibility of) interpretations are not expected. And because of the spread of messages in the system requires a long time and speed of delivery of messages from one point to the next point is not uniform, there could be problems in coordination. Even if the number of people who must be given enough information, then the sequential process will take much longer, so if the organization decided to deliver messages in sequence, the truth or accuracy of information should be a primary consideration if the organization decides to use sequential information flow this.

New Media and Social Media

Talking about Social Media, of course, we must start with the parent of social media itself is the New Media. New media is often also referred to as on-line media is defined as the product of mediated communication technologies that are shared with digital computer (Creeber and Martin, 2009). Another definition is a medium in which consists of a combination of various elements. That means there are media convergence in it, in which several media into one (Lievrout, 2011). New Media is the media who use the Internet, online media-based technology, characterized by a flexible, interactive and can potentially work in private or in public (Mondry, 2008: 13). In the electronic and digital era, the media plays a very important role in the changing social structure of society, ie social order or arrangement to form social groups in a society. Electronic or digital communications technology is now a form of new media such as the Internet and *World Wide Web* (www), which require changes in the behavior of the audience because of the interactive element between users.

Internet has the ability to encode, store, manipulate and receive messages. Internet has the technology, how to use, scope of services, content and image itself. Internet is not controlled by a particular entity but it is a computer network intensive and operate on the basis of mutually agreed protocols. One of the products that use Internet communication is social media. Social media is a group of media virtual world that provides an opportunity for users to: Participate, openness, conversation, community forming, and establish connectivity.

Facebook is a social networking service launched in February 2004, which was previously named FaceMash, owned and operated by Facebook, Inc. Users can join a user group with the same interest and attraction, flocking, even grouping of friends in the list of friends as "co-workers" or "close friend. One of the most popular applications on Facebook is a photo, where users can upload albums and photos. Facebook allows users to upload an unlimited number of photos. Privacy settings can be set for individual albums, limiting the groups of users who can view it. Another feature of the application is the ability to tag photos / Marking the user in a photograph.

Analysis of Conversation

Conversation analysis aims to explore in detail what has been produced by means of examining the actual transcript of the conversation. Therefore conversation analysis categorized as research that addresses sequence of a conversation. Analysis of the conversation focused on the interactions that occur, reciprocal conversation also traffic information built by the communicator, and how everyone involved in the communication set the order of the conversation as the embodiment of actual behavior.

Stephen W. Little John and Karen A. Foss in his book *Theories of Human Communication*, expressing theories about the analysis of the conversation as follows:

Conversation Analysis (CA) attempts to discover in detail exactly what Reviews those achievements are by carefully examining transcriptions of conversations. CA, therefore, Characterized by the careful examination of the actual sequence of talk (Little John, 2008: 164)

FRAMEWORK

Departing from the awareness of the importance of the smooth flow of information within an organization, and realize that IWJC is a community whose members are scattered throughout Indonesia, which have limitations in the availability of funds because awakened by the same interests and goals without capital, as well as by exploiting the phenomenon of networking media presence social which is widely used by the people of Indonesia, IWJC decided to use the facilities up to bridge the internal communication within the community with all the completeness of features provided by this social media.

Some grounding and considerations that have been described previously, the community decided to build and use a closed group provided up as the sole means of internal communication. This group organized by a 2 administrator who is in charge of the management of community disseminate the information needed by the members and ensure that communications traffic runs well. The availability of fields for posting information and the opportunity for members to provide feedback in a comment column is provided under the relevant post, so that whenever and wherever the member wants to read, the text will be accessible at all times. Features that have been provided are used by the Administrator as a communicator in conveying information / messages relating to policy-kebjakan, regulations and technical coordination that if urgently needed to improve the smoothness of the activities held organization. The communicant, which in this case are members, is expected to be able to provide feedback on every message delivered, until they reached the same understanding of what has been delivered by the communicator. This awakened communications will be grouped in a variety of

Focus Group Discussion for later studied and reviewed by researchers based on the theory of Conversation Analysis and processed into descriptive description as a result of research.

RESEARCH METHODOLOGY

Objects in this study is a community of Indonesia Wire Jewelry Community (IWJC) where management is based in Jakarta with 96 members scattered in various provinces in Indonesia. This community has been actively using Facebook Internal groups that are closed, special can only be accessed by members, as a means of internal communication and information exchange since the organization was officially established on July 22, 2011 in Jakarta.

The paradigm used in this study is a constructivist given that social media marketing has been able to produce and exchange the meaning of messages between the communicator and the communicant. In a case study that will be taken on the Indonesian communities Wire Jewelry Community, the community will be aware of their position as a social group that requires a means of communication for the purpose they build and develop community businesses can be achieved as much as possible. Build a community of meaning through social media, Facebook, to expect a response from its members in order to use the group in Facebook as a means of internal communication organization. Researchers directly observed the development of the communication that occurs in the Facebook social networking built by the community and are actively building these observations with some key informants who become sources of such observations.

This research is qualitative descriptive. Qualitative research can demonstrate experience of individuals facing society in everyday life, such as learning about a specific group, so researchers will descend directly observe the process of internal communication among the members in the community for data collection. In addition to analyzing the conversations that occur in the group, researchers will also conduct in-depth interviews with some key informants and resource persons. Is descriptive is because this research is intended to describe systematic, factual and accurate information on the facts that describe the social phenomenon. The data collected is in the form of words and sentences, not the figures. Thus, this research report contains excerpts of words, sentences which is a form of internal communication processes (captured-communication) and the analysis of conversations that took place between several people inside a closed Facebook group IWJC.

Resource Persons of this study are members IWJC, who has been a member of at least 2 years and are located in various provinces in Indonesia (Jakarta, West Java, Bogor, North Sumatra, South Sumatra, Central Kalimantan and Bali) totaled 9 people, who actively participated in the communication that built up in the internal group Facebook IWJC. From this Resource ninth, will be differentiated into 2 groups: 2 Key Informants who serves as a communicator, while seven others are resource persons (informants) and all are members of the organization.

The Key Informants is also the administrator of this internal group and members of the organization. While the informant has joined the organization for at least 2 years and to represent the organization committee in delivering policies, rules and activities of the organization. Selection of 7 Resource Persons from various provinces is with the aim that researchers can ensure that even if not / do not come face to face directly as separated by distance, they can take advantage of all the facilities of communication within internal groups Facebook and communicate in writing with the other members of the well, as well as follow the development and the information submitted by the organization.

Primary data analysis in the form of a conversation (conversation analysis) that occurs in the Facebook group. Observations and analysis will be carried out features provided by Facebook in the internal group, which is written by the Key Informants during the period April to October 2014. This period became a reference for the whole period in question there has been a lot of information dissemination and exchange of messages along with the high volume of activity organizations both inside and outside the country.

This study limit the scope of information flow that occurs during a particular period and in order to determine the focus of discussion in this study, researchers selected seven topics of discussion will be grouped into seven Focus Group Discussion (FGD). Each FGD presented in a different topic each other with the intention that researchers can review and processing of various types of information or messages in an organization's internal communication. FGD is taken from the Write Post features provided by Facebook in internal group because only the features of this happening intensive communication among the members.

Secondary data from this study is in the form of depth interviews with 6 Key Informants and written interview with the resource persons. Depth interview is a way to collect data or information by means of direct face to face with the informant in order to obtain complete data and depth (Kriyantono, 2006: 102). Interviews were conducted with high-frequency (repeatedly) intensively. Furthermore,

differentiated between respondents (those who will be interviewed only once) with key informants (people who want researchers to know / understand and to be interviewed several times) (Kriyantono, 2006: 102). Interview material will dikonsentrasikan on 7 FGD which have been determined by previous researchers.

Qualitative data analysis starts from an analysis of data gathered researchers in the field. The collected data is classified into certain categories. The classification or categorization should consider the validity, taking into account the competence of research subjects and the level of authenticity. Once classified, researchers conducted the meaning of the data is a fundamental principle of qualitative research. Purposing analysis of data in the form of a conversation (conversation analysis), supported by in-depth interviews and other secondary data then this data will ditringulasi so as to achieve an analysis as outlined in the description. As for the validity of the data analysis is done based on the confidence factor (credibility), given that the information obtained from both primary and secondary data is truly viable information accounted credibility and able to be proven through screenshots or capture conversations that occur between the communicator and the communicant.

RESEARCH RESULT

Topics covered in the FGD 1 dated April 4, 2014 uniformity of information regarding the calculation method of the selling price. This message was delivered to be understood by all members, especially those who will follow the event in determining the selling price for their products. It is important to be submitted in order to avoid miscalculation and material losses due to miscalculations base price becomes the selling price.

This is similar to what was expressed by Key Informants 1 in an interview conducted by the researcher. Key Informant 1 write this message is because it has been the emergence of gossip buzz among members because of a loss in sales. Once the cause is under investigation turns out there has been a mistake in the method of calculation. Key Informant 1 was also hoping to Dihadirkannya this information, members of the organization, especially the exhibitors, can mendapatkan clear description of the calculation of the cost into the sale price. Accounting errors resulting in losses to the members as much as possible minimized, or even eliminated altogether.

On the second topic, key informant 1 ascertains information about experiences or events that occur when the organization, which is represented by Key Informants 1 and one of the delegates of the organization (the account owner Annie Nugraha), through the process of negotiation, negotiation and sale of products with the Buyer is located in Taipei - Taiwan. Key Informants 1 who is directly involved in the process of outlining the important things with the actions taken by him together with one envoy other organizations to be known by all members of the organization.

Key Informants 1 in an interview with The researchers also revealed that the main objective of this experience he wrote is that members also feel the weight of the trade transaction process that has occurred with the Buyer from Taipei. In addition, although the writing of messages using non-standard grammar, Key Informant 1 hope that members of the organization can still serious attention to things that must be known to the 5 points that have been described. The points are purposely made in detail is expected to be important notes when organizations have to negotiate again with the relevant Buyer.

In the delivery of messages in the third topic, key informant first spread information about the exhibition registration that will be followed by the organization. Writing "Nanning Exhibition" in the headline, it is assumed by Key Informants 1 that all members have understood the subject to be discussed, given that this event is an event that is the same as in 2013 and will be followed by the organization for the 2nd time. In addition, key infoman also specifies the time the exhibition will take place (September 2014), participants were allowed to participate quota (30 persons), self funding per person to be collected (Rp 1.600.000, - / person), as well as heavy goods quota for each Participants (2kg / person). While in the last paragraph, Key Informant 1 tucking a message that for otherwise participate in this event, each member should be no arrears (financial) organizations and have paid the annual membership fee.

Key Informants 1 in interviews also revealed that the main purpose of the information that is shared only focused on looking for participants. Additional notes submitted at the end of a message intended to remind members to complete the participation confirmation with the payment obligations of membership dues. It is important to create a balance between the obligations of the organization to help the marketing of products member can straight line with the obligations of the organizers of the administrative eligibility as a member, regardless of the allocation of funds should be dedicated to follow this event.

Connecting what has been delivered in FGD 3 on June 9, 2014 at the top, Key Informant 1 write the message continued as summaries or conclusions from what already be spoken about this

event (exhibition Nanning). It is stated in the next message delivered by Key Informants 1 on June 10, 2014, by giving details of the names of the participants (20 early).

Through interviews conducted, researchers noted that the Key Informant 1 had deliberately giving a deadline installment 1. It is with this intention that the participants committed to its confirmation, and the organization could provide funds for preparations for the start of the team's departure to Nanning China. Preparations are booking air tickets, accommodation and transportation to and from the airport. Especially for transport, the organization should take care of your reservations early because it takes a vehicle with a size that can menampungbagasi in large size.

Through interviews conducted by the researchers, Key Informant 1 expects that in addition to promoting business and members of the organization as a whole, he would like to invite the members to build interpersonal and familial relationships are closely related to each other. One is the concern for the members who are facing adversity or misfortune overwritten. Through good interpersonal relationship among the members, will certainly strengthen the organization itself.

Researchers analyzed that of the many messages aimed at the business, which is worth a different message also be of interest to members. Traffic is the dialogue that occurs between Key Informants 1 and the communicant in the FGD 5 remains focused on one (1) subject to a final comment. Rapid notification to members who have accounts Vivin Fyndika Drensdy the subject, allowing the respective direct attention to what is submitted by Key Informants 1. This account also automatically become a communicant FGD 5 and shows responses in line with the content of the messages described by Key Informants 1.

Completing the task of Key Informants 1 as a communicator in the internal group Facebook IWJC. Topics to-1 that is presented is the flower reservations copper (ornament jewelry) to 3rd party coordinated by the organization and. While the topic of the 2nd regarding the continuation of cooperation with the Buyer from Taipei. Each topic will be called FGD and followed by a serial number 6 and 7 as identification. Each FGD will be closed with conversation analysis by researchers with the triangulation of data in the form of in-depth interviews with Key Informants 2 and frequently asked questions in writing of resource persons.

The following topics are reviewed is delivering a message that relates to internal coordination in order bookings copper flowers. Booking raw material products complement wire jewelry making to a 3rd party, the type and number have been coordinated in advance in bulk to all members of the organization.

Key Informant 2, through the interview, stating that he has an obligation to deliver the message in detail to avoid mistakes in both the types of orders and payment obligations. The use of the initials of the name that has been applied in any organizational activities, especially as the identification of each member, provide convenience for Key Informants 2 in writing details quickly and accurately. The initials of the name of this identification assured by Key Informants 2 has been greatly understood by the members. Key Informant 2 assured that writing these initials will not be confusing because each member has a different insial, not at each other, and often use them on any activities held by the organization.

This study found that the results of this copper flower reservations favored by the members. Mini Rasmini account owner, expressed his happiness over the quality of the product ordered. While the account owner Nugrahwaty Heryanto ketidakmenyesalannya book reveals that much because a good result all. Non-linear communication that occurs with support facilities Facebook has really helped the organization, particularly Key Informant 2, examine the results of the initial information that has been given.

Topics presented by Key Informants 2 is the continuation of cooperation with the Buyer of Taiwan who wish that they could be the agent of the organization. Analysis is almost as well expressed by Key Informants 2 through interviews with researchers. Given the importance of the message that will be delivered to the organization's business continuity in the future, especially in this case the Buyer of Taiwan, Key Informant 2 trying to choose words and short sentences but clear to be easily understood by the members. Examples of desired products by the Buyer has intentionally included in the conversation so that members can be more focused in producing wire jewelry. Key Informant 2 hope that in this way too, especially with the price expectations explores product, the negotiations with the buyer can be more smoothly and sales can be achieved at a high rate.

Analyzing the entire response organization members to the topics presented olehKey Informant 2, researchers found that traffic discussion among members more dominated by the account owner Annie Nugraha. Various issues were raised by members of the content of messages Key Informant 2 is discussed in detail by the account owner Annie Nugraha, including interpersonal conversation nuanced humor were established among some members of the organization. Key Informant 2 only comes one time only in a series of dialogues with the words of encouragement.

Discussion

When in the early stages with a member that is not too much, organizations do not have problems in communicating with each other. It is given that the majority of members are located in Jakarta and organizations hold regular monthly meetings in the form of social gathering. If need assistance of electronic equipment as a means of communication, the presence of an email group or mailing list group plus blackberry messenger, communicates constraints can be solved without major obstacles. Organizational activity is still limited and opportunities to participate in prestigious events also being piloted. But when he realized the increasing members, especially those who are outside Jabodetabek just a few months from the time of establishment, organization committee felt a strong need to choose the means of virtual communication for all with existing technology. These facilities must be able to answer three (3) main factors required by the organization are: to reach members spread across the country, easy to use and free of charge.

The presence of Facebook, who was becoming the new social media darling finally able to answer all the requirements above. After experiencing the process of testing and developing technology used by Facebook, hinga current internal group Facebook is used by organizations continues. Features available in the group have enabled the organization running wheel activity to the fullest.

Conclusion

The features provided by Facebook as an internal communications infrastructure, has helped the organization in establishing the organization's internal communication. Through the Write Post features found on the front page of this internal group, the Key Informants to represent the organization can convey messages concerning the policies, regulations and activities of the organization with ease. While members of the organization can also easily give a response to the message sent by the Key Informants through a column of comments (comment) located under the column Write Post.

Write Post or Comment no limitation to the number of words or sentences, so that both Key Informant as a communicator and a member of the organization as a communicant, free convey all ideas, messages or information indefinitely. Comment was not even limit the number of columns so how many comments were to be conveyed, Facebook will automatically provide a new column after the last comment. This column can also be used by the Key Informants in answering or give feedback on what was written by the communicant, while communicant can be repeatedly passed the message on a different column.

In addition to the ease in performing their duties, Key Informants may continue to observe, monitor and analyze any comments provided by the communicant at any time if desired. This happens because the message that has been written can be accessed many times even continued the conversation at any time if desired. Examples like this happened was in FGD 7. Discussion on FGD 7 is undergoing a period of exchange of messages or long discussions ranging from August s / d in October 2014 but remains focused on one (1) topics that interest reservations copper.

Improved communications both directions even multi-direction and sequence of responses that have been arranged and programmed such that in Facebook, also has allowed the observation sequential Key Informants from time to time, so if at any time the question arises as to what has been submitted by the communicant, Key Informants can view and analyze the meaning of the message that has been presented. This proves that through virtual communication obtained from Facebook's internal group, has been able to build interaction between members without limits, distance, time and place.

In addition to the availability of the columns of comments that can be used by the communicant to provide a response, the Key Informant has been greatly assisted by the rapid notification facility provided by Facebook. By simply typing the full name of the account owner, Facebook will mark the notification in blue letters that will automatically connect to the electronic equipment being used by the account owner. Typically this notification will be connected to a mobile phone used by members of the organization.

Moreover, if every member of the organization would like to read or recall the topics that have been discussed, internal group Facebook also provides a Search This column Group. By writing a few keywords in this column, Facebook will automatically show all talks related to the keywords entered. Display materials according to keywords will be sorted by date at the time of Key Informants or members of the organization to write a message.

Suggestion

The development of social media, particularly Facebook, of course, will be a significant movement in line with the increasing sophistication of technological advances. These changes can occur within a matter of months, days, minutes and even seconds. Research will be social media

darling course will also undergo changes over time, so it could be just what has been discussed by the researchers in this study will eventually become the basic research of the history of the development of Facebook itself. To the researchers hope that further research will study the same object, even with the same topic, could be developed along with the circumstances of technological advances at the time. Concurrently with the foregoing, researchers hope that the positive results obtained from this study can be used as a useful input for Indonesia Wire Jewelry Community to continue to maintain the use of Facebook as a means of internal communication organization. If the future of virtual communication facilities of this writing will experience a change in format, of course, such changes will provide benefits far better than today.

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